



NATIONAL FOOTBALL LEAGUE 280 Park Avenue, New York, NY 10017 (212) 450-2000 * FAX (212) 681-7573 WWW.NFLMedia.com

Joe Browne, Executive Vice President-Communications Greg Aiello, Vice President-Public Relations

NFL 2006 TV RECAP

VIEWERSHIP INCREASES FOR ALL TV PARTNERS

MORE THAN 220 MILLION AMERICANS WATCHED NFL GAMES

NFL RATES RECORD 66 PERCENT HIGHER THAN OTHER PRIMETIME PROGRAMMING

NFL GAMES ARE 3 OF TOP 7 NETWORK PROGRAMS; TOP 7 AMONG MEN 18-49; TOP 16 CABLECASTS

Football fans across America continued to tune their televisions to NFL games in large and growing numbers in 2006. <u>According to Nielsen Media Research, 222 million Americans (up from 195.8 million in 2005) – or approximately three-quarters of the U.S. population – watched NFL games in 2006</u>; and all NFL TV partners experienced increases in viewership for their NFL games.

In 2006 – the first year of new television contracts featuring "flexible scheduling" and earlier start times for primetime games – <u>viewership increased on all NFL TV partners for the first time since 2002</u>.

Network	Average Viewers	Increase From 2005
CBS	15.2 million	+1%
FOX	16.6 million	+5%
NBC	17.5 million	+7%*
ESPN	12.3 million	+41%**
NFL Network	4.1 million	

INCREASED VIEWERSHIP ON ALL NFL TELEVISION PARTNERS

Source: NFL, Nielsen Media Research *compared to ABC MNF in 2005 **compared to ESPN SNF in 2005

In addition, NFL viewership on broadcast television finished ahead of network primetime viewership by its widest margin ever. NFL games on CBS, FOX and NBC averaged 16.3 million viewers – <u>66</u> <u>percent higher than the average primetime viewership among the four major over-the-air</u> <u>networks</u> (9.8 million average on ABC, CBS, FOX, NBC).

NFL VS. PRIMETIME VIEWERSHIP ON BROADCAST TV

	NFL on Broadcast	Broadcast Primetime	NFL % Advantage
2002 Avg. Viewers	15.8 million	10.3 million	52%
2003 Avg. Viewers	15.5 million	9.9 million	56%
2004 Avg. Viewers	15.4 million	9.8 million	57%
2005 Avg. Viewers	15.6 million	9.7 million	61%
2006 Avg. Viewers	16.3 million	9.8 million	66%

Source: NFL & Nielsen Media Research. NFL regular season on Broadcast television (CBS, FOX & NBC...ABC prior to 2006). Broadcast primetime on BIG 4 networks (ABC, CBS, NBC & FOX) all programs, NFL regular season dates used.

Consider these additional end-of-season facts:

- <u>2006 NFL national games</u> on NBC, CBS (Sunday national & Thanksgiving) and FOX (Sunday national & Thanksgiving) averaged a 12.1 rating which <u>exceeds playoff broadcast averages for other sports</u>: 2006 NBA Playoffs (3.8 rating) & NBA Finals (8.5 rating) on ABC; 2006 MLB Playoffs (6.0 rating) & 2006 World Series (10.1 rating) on FOX.
- NFL games account for <u>3 of the top 7 programs on network television</u> this season (chart below). In addition, NFL games account for the <u>top seven (and 9 of the top 10) programs</u> <u>among men 18-49</u> (chart below).
- ESPN NFL games accounted for the <u>16 most-watched basic cable programs</u> in 2006 (chart below).
- NFL Network concluded its inaugural *Thursday and Saturday Night Football* package with each of its eight games ranking as the <u>top-rated show of the day among all programs on cable</u> networks. The games averaged a 5.4 cable rating and (including fans who watched locally over the air) 4.1 million viewers.
- NFL games were the <u>top-ranked program locally a record 80 percent of the time</u> up from 69.3 percent in 2005 and surpassing the previous record of 73 percent set in 2003. That means that eight of 10 times the NFL game drew higher local ratings than Dancing with the Stars, CSI or any other popular TV show.

Following are the top network television programs nationally in average total viewers each week:

Network	
<u>Program</u>	<u>Viewers</u>
1. FOX Sunday National Game	21.8 million
2. Desperate Housewives	20.7 million
3. Dancing With The Stars	20.5 million
4. CBS Sunday National Game	19.5 million
5. Dancing With The Stars Results	19.0 million
6. CSI	18.8 million
7. NBC Sunday Night Football	17.0 million*
8. Grey's Anatomy	16.9 million
9. CSI: Miami	16.1 million
10. Deal Or No Deal	16.0 million
*does not include Kickoff or Christmas games	

Following are this season's top 10 programs on network television in a key demographic (avg. rating):

Men 18-49	
<u>Program</u>	<u>Rating</u>
1. FOX Sunday National Game	11.3
2. CBS Sunday National Game	9.7
3. NBC Sunday Night Football	9.1
4. FOX Sunday Single Game	7.9
5. CBS Sunday Single Game	7.2
6. The OT (FOX NFL Postgame)	6.8
7. FOX Sunday Regional Game	6.4
8. Heroes	6.1
9. NBC Sunday Night Pre-Kick	5.9
10. CBS Sunday Regional Game	5.8

Broadcast Notes:

Regional -- First window of a doubleheader

National -- Second window of a doubleheader

Single -- Only window on network not airing doubleheader that week.

Source: NFL, Nielsen Media Research, 9/7/06-12/31/06

Following are the 10 most-watched regular-season games in 2006:

<u>Date</u>	<u>Program (Game)</u>	<u>Viewers</u>
Dec. 3	FOX Sunday National (mostly Cowboys-Giants)	27.6 million
Nov. 26	FOX Sunday National (mostly Bears-Patriots)	24.2 million
Nov. 23	FOX Thanksgiving Day (Bucs-Cowboys)	23.8 million
Nov. 19	CBS Sunday National (mostly Colts-Cowboys)	23.4 million
Dec. 25	NBC Christmas Day (Eagles-Cowboys)	23.2 million
Sept. 10	FOX Sunday National (mostly Cowboys-Jaguars)	22.7 million
Sept. 10	NBC Sunday Night (Colts-Giants)	22.6 million
Oct. 8	FOX Sunday National (Cowboys-Eagles)	22.1 million
Oct. 29	CBS Sunday National (mostly Colts-Broncos)	21.97 million
Nov. 5	NBC Sunday Night (Colts-Patriots)	21.95 million

Source: NFL, Nielsen Media Research, 9/7/06-12/31/06

Following are the 10 most-watched programs on basic cable in 2006:

Program, Date	<u>Viewers</u>
1. ESPN Monday Night Football (Giants-Cowboys), 10/23	16.0 million
2. ESPN Monday Night Football (Falcons-Saints), 9/25	15.0 million
3. ESPN Monday Night Football (Bears-Cardinals), 10/16	14.23 million
4. ESPN Monday Night Football (Bengals-Colts), 12/18	14.22 million
5. ESPN Monday Night Football (Steelers-Jaguars), 9/18	13.3 million
6. ESPN Monday Night Football (Packers-Eagles), 10/2	12.9 million
7. ESPN Monday Night Football (Packers-Seahawks), 11/27	12.7 million
8. ESPN Monday Night Football (Vikings-Redskins), 9/11	12.6 million
9. ESPN Monday Night Football (Ravens-Broncos), 10/9	12.5 million
10. ESPN Monday Night Football (Patriots-Vikings), 10/30	11.9 million